

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
STRATEGIC SUPPLY CHAIN DATA COLLECTION**

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ABSTRACT

10 A system, method and computer program product are disclosed for collecting data to
forecast sales in a supply chain. Utilizing a network data is received from a plurality of
stores of a supply chain that relates to an amount of goods sold by the stores. Information
is also collected that relates to a plurality of variables such as weather, competitor
activity, a marketing calendar, cyclical sales, historical performance of products and/or
elements of marketing support. The data is processed based on the information relating
to the variables and a forecast of sales is generated based on the processing.